

Marketing Strategies to Improve Consumer Purchasing Decisions

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Abstract:

In this study, the researcher focused on Marketing Strategies to Improve Consumer Purchasing Decisions. The research questions are: first, what is the marketing strategy for Asyifah's bitter melon chips? Second, what is the level of consumer purchasing decisions based on the marketing strategy for Asyifah's bitter melon chips? This research uses qualitative research with a descriptive approach. The research was conducted at Asyifah's bitter melon chips in Pandan Makmur Village. Data collection techniques were conducted through observation, interviews, and documentation methods related to the title. The data analysis techniques used were qualitative and descriptive analysis. Based on the discussion and analysis, the following conclusions were drawn: first, what is the marketing strategy for Asyifah's bitter melon chips? It focuses on the product itself, where the bitter melon chips offered by Asyifah are in high demand. Second, what is the level of consumer purchasing decisions based on the marketing strategy for Asyifah's bitter melon chips? Based on the marketing mix analysis, it can be said that there has been a significant increase in new customers, while the loyalty of existing customers remains stable.

Keywords:

Marketing Strategy, Consumer Decision, Purchasing Behavior.



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INTRODUCTION

The current business growth condition is quite high, which can be seen from the growth of business actors with similar products as competitors, so that there will be competition in fighting for market share and consumers. In this case, business actors should know the market in which the products or services produced will be offered or marketed (Asira et al., 2024). In an era of increasingly competitive business competition, companies are required to implement the right marketing strategy to attract consumers' attention and encourage purchasing decisions. Marketing strategy not only plays a role in introducing products to the market, but is also a key factor in shaping consumer perception of the value, quality, and excellence of a product (Ajeung Dwi Febian Sukma, 2025).

Marketing strategy is a form of directed plan in the field of marketing, to obtain maximum results. The measure of a company's success in implementing its marketing strategy is being able to provide customer satisfaction. The more customers who accept the products or services offered, the more satisfied they are, and this means that the strategy implemented is quite successful (Kasmir, 2014). In addition, the Prophet PBUH has set an example for his people in terms of marketing strategies

based on Islamic values. From an Islamic perspective, ethics in marketing are highly upheld, where a marketer is required to be honest, not deceitful, and not to hide the shortcomings of the product. Islam also recommends that in conveying the advantages of a product, marketers must be good communicators, conveying information correctly, wisely, and transparently to consumers. These principles show that marketing strategies in Islam are not only aimed at achieving material gains, but also consider moral aspects and social responsibility (Sahroni, 2015).

Marketing itself is an organizational function and a series of processes to create, communicate, and deliver value to customers, as well as manage customer relationships in a way that benefits both the organization and the parties who are interested in the organization. One of the tangible manifestations of the economic activities of the people of Pandan Makmur Village is the bitter melon chip industry. At the beginning of its establishment, the bitter melon chip industry in Pandan Makmur Village was run with makeshift equipment that was all manual, so the amount of production was still limited. However, as time goes by and more and more consumers are looking forward to the product, business owners see promising opportunities to develop their businesses. Development steps are carried out by increasing production capacity and equipping equipment, including the purchase of bitter melon cutting machines to increase efficiency.

In increasingly fierce business competition, business actors are required to have the right strategy, especially in terms of marketing. Marketing is not only about introducing products, but also building an image, providing added value, and creating a positive experience for consumers. Without a good marketing strategy, even quality products will be difficult to know and be in demand by the public. Therefore, for the bitter melon chip industry in Pandan Makmur Village, marketing activities are a top priority so that the product is not only known in the local environment, but can also reach a wider market.

Pare Asyifah Chips is one of the business units engaged in the production of snacks, located in Pandan Makmur Village, Geragai District. This business was established in 2017, starting from the intention to increase family income by creating useful products. The products produced use bitter melon, which is generally less in demand by the public because of its bitter taste if processed into vegetables. Through innovation, bitter melon is processed into crispy chips and has a distinctive taste, so it is hoped that it can increase the selling value of bitter melon and expand its market share.

In today's era of competition, consumers consider functions, features, product quality, and a positive *brand image* as commonplace. Therefore, marketing should not only focus on promotion, but also be able to realize the promises given in real terms. Products that successfully meet consumers' expectations will be embedded in their minds, creating a unique experience that is difficult to find in other products, as well as encouraging positive comparisons with competitors. Consumer satisfaction is an important factor for business sustainability. Satisfied consumers tend to make repeat purchases, form harmonious relationships with manufacturers, and potentially become promoters who recommend products. Instead, dissatisfaction can lead consumers to switch to other brands.

Pere Asyifah Chips strives to implement a more effective marketing strategy than before, so that consumer awareness of the product increases and has an advantage over competitors, even though

the competition challenges are getting tighter. Understanding consumer needs and wants is key, including establishing good relationships, receiving input for long-term improvements, and maintaining customer loyalty. With the right marketing strategy, Asyifah Pare Chips hopes to have a positive impact on increasing sales turnover and market expansion. The goal is for this product to be increasingly known and accepted by the wider community, as well as to strengthen its position in the midst of competitive competition in the snack industry.

Consumer purchasing decisions are heavily influenced by how a product is communicated, distributed, and positioned in the market through elements of the marketing mix such as product, price, venue, and promotion. In this context, the use of digital marketing strategies is also becoming increasingly important as consumers increasingly use the internet in seeking information before buying a product (Sahroni, 2015). Various studies show that strategies such as increasing *brand equity* through marketing campaigns and collaborations with influencers can significantly influence consumer purchasing decisions (Sukomardo et al., 2023).

Based on the results of observations in the field, the author found that competition between similar businesses is getting tighter, as seen from the increasing number of chip businesses that stand in potential locations. This condition requires every business actor to determine the right marketing strategy so that their business can survive for a long time and their products continue to exist in the market. Marketing strategy is a series of integrated decisions that include the selection of the target market, determining the value to be offered, and how to convey that value to consumers. Determining a marketing strategy will greatly affect the success of achieving business goals. If the marketing strategy used is not appropriate, then sales will run less than optimally, and can even cause losses. Instead, an effective marketing strategy will have an impact on increasing sales significantly.

Asyifah Pare Chips have their own advantages in marketing their products, one of which lies in the quality of taste, product durability, and service to consumers. This advantage is a challenge for businesses to not only attract new consumers, but also create customer satisfaction. Consumer satisfaction is the key to creating customer loyalty, which in turn will have an impact on increasing sales. If consumers feel satisfied, then they are more likely to make a repeat purchase and recommend the product to others. However, despite the high level of consumer buying interest, challenges remain, such as maintaining long-standing customer loyalty, reaching a wider market, and competing with similar products that have more aggressive promotional strategies. This is in line with Adinda Rizki Ariestania's research which states that effective marketing can increase buying interest while maintaining long-term relationships with customers (Ariestania & Adriyanto, 2024). Therefore, the implementation of the right marketing strategy, integrated between traditional and digital methods, is key in improving consumer purchasing decisions and business sustainability.

The success of Asyifah Pare Chips in surviving and competing in the midst of fierce competition proves that the marketing strategy applied has an important role. This process of attracting and retaining consumers is what attracted the author to conduct research on the extent of the marketing strategy used by Asyifah Pare Chips in improving consumer purchase decisions. This research is expected to provide a comprehensive overview of the effectiveness of the marketing strategies implemented, as well as provide input for the development of similar businesses.

Based on this background, the problems to be studied in this study are formulated as follows. First, how is the marketing strategy applied to Asyifah bitter melon chips products. Second, what is the level of consumer purchase decisions for Asyifah Bitter Melon Chips products after the implementation of the marketing strategy. The formulation of this problem is expected to be a reference to obtain clear and directed answers regarding the effectiveness of marketing strategies in improving consumer purchasing decisions.

METHOD

The research used is qualitative descriptive, with the aim of finding facts and interpreting marketing strategies in improving consumer purchase decisions on Asyifah Bitter Chips products. The research population includes business owners and consumers of Asyifah Pare Chips. Sampling was carried out using *the snowball sampling technique*, which is a technique in which the number of respondents starts from a small and then increases as the data collection process progresses, until complete information is obtained according to research needs (Rola Pola Anto, Nikmatullah Nur, 2024). The data collection procedure is carried out through three main techniques. First, observation, which is an interview, which is documentation, which is the collection of data from written or archival sources such as official documents, production records, photographs, and other media that support research (Hardani, Helmi Andriani, 2020).

RESULTS AND DISCUSSION

Results

In the results of this study, the author first explained the implementation of the research conducted by meeting the research subjects, namely Asyifah Bitter Chips business owners and consumers of Asyifah Bitter Chips. The interview was conducted to obtain information related to the marketing strategy implemented by the business. Based on findings in the field, Asyifah Pare Chips carries out a marketing strategy using the 4P concept which includes *product*, *price*, *place*, and *promotion*.

According to the business owner, there are special strategies that are applied in marketing their products, especially in daily activities. The management always maintains the consistency of the price and taste of bitter melon chips by not reducing the quality of ingredients and the taste of the product. In addition, the comfort and cleanliness of the production site are also the main concerns. For managers, aspects that must be considered by business actors are taste, place, service, and price. Asyifah Pare Chips products have a number of business legalities, such as Business Licenses, Halal Certificates, and MSME Entrepreneurship Training Certificates. To produce quality chips, business owners use selected ingredients and pay attention to the selection of bitter melon varieties, because not all types of bitter melon are suitable for processing into chips with good quality. Even though the business location is considered less strategic, the management prioritizes improving the quality of taste and keeping product prices competitive. This strategy has proven to be effective because even though the location is not supportive, there are still many consumers who come directly to the production site (Kumalasari, 2017). For promotion, currently the media used is limited to WhatsApp, while most consumers know this product through recommendations from friends or relatives.

Based on the results of interviews with business owners and consumers, *Keripik Pare Asyifah* applies a marketing strategy using the concept of marketing mix (4P), namely *product*, *price*, *place*, and *promotion*.

a. *Product*

The main product is bitter melon chips with a distinctive taste without bitter taste, produced from selected bitter melon raw materials. In addition, this business produces banana chips, sweet potato chips, and various *peyek*. Quality is maintained through the selection of quality materials and a hygienic production process. This is in line with Alvin Dharma Yudra's theory, which states that product quality is "the ability of a product to perform its functions, including durability, reliability, precision, ease of use, and repair (Yudra, 2024). Good product quality, which is able to meet or exceed customer expectations, will create consumer satisfaction. This satisfaction, in turn, becomes the basis for the formation of loyalty, where customers are more likely to make repeat purchases, recommend products to others, and even become "evangelists" of the brand (Tito & Parahiyangan, 2022). They also highlight that the quality of the product perceived by the customer is key in creating satisfaction. If customers are satisfied with the quality of the product, they are more likely to return to buy the product in the future, and even recommend it to others, thus creating loyalty.

b. *Price*

Prices are set competitively without sacrificing quality. Business owners emphasize the importance of maintaining a balance between price and quality as a form of justice to consumers, in accordance with the principles of Islamic business ethics that demand fair prices and do not harm one party (Tito & Parahiyangan, 2022).

c. *Place*

The business location is considered less strategic, but this lack is balanced by superior taste quality. Consumers keep coming directly to the production site, proving that quality can overcome the limitations of the location. Businesses that have superior product quality can overcome location limitations. However, business owners still need to consider effective marketing and promotional strategies to attract customers, as well as work on finding solutions to improve the accessibility of the location (Zaman et al., 2023).

d. *Promotion*

The promotion strategy is still simple, using WhatsApp and *word of mouth*. Although limited, this strategy is effective because consumer satisfaction encourages them to recommend products to others. According to Siti Komariah Hildayant, *word of mouth* has a high influence in building consumer trust (Hildayanti & Satriyani, 2022). This is consistent with previous findings that word-of-mouth promotion has a high level of trust among consumers.

The main problems faced by the Pare Asyifah Chips business include a business location that is not strategic so that it limits the reach of new consumers, promotional media that is still limited to WhatsApp and direct recommendations without optimal use of social media, limited production scale due to the lack of equipment that makes it difficult to meet large demand in a short time, and minimal

product variety because it only focuses on one type of flavor. To overcome this, managers implement and recommend strengthening distribution by expanding cooperation to souvenir shops, minimarkets, and online sales platforms; utilizing social media such as Instagram, Facebook, and TikTok with creative content for promotion; increasing production capacity through investment in modern fryers and packaging for efficiency; and innovating products by adding flavor variants such as spicy, cheese, or balado to attract consumer interest from a wider segment (Laziva & Atieq, 2024). Overall, the 4P strategy implemented by Asyifah Pare Chips has a positive impact on consumer purchasing decisions. The main strength lies in product quality and competitive prices, while recommendation-based promotions help expand the market even if the location is not strategic.

Discussion

1. Marketing strategies applied by the asyifah bitter melon chips business

The results of the study show that the marketing strategy of Asyifah Bitter Chips is applied through the concept of a 4P *product, price, place, promotion* marketing mix and a combination of product, price, distribution, and promotion strategies are the key in influencing consumer purchase decisions (Fitroh, 2024). The application of this strategy can be seen in the consistency of product taste, the use of quality raw materials, the cleanliness of the production site, and friendly service. Some ways to improve your marketing strategy are:

a) Direct Selling / *Dropshipping*

In the Pare Asyifah Chips Business, sales are carried out directly in two ways: customers come to the business location or order via Facebook, WhatsApp, and Instagram (Kustanti, 2024). According to the owner, Mrs. Yulianti, the majority of buyers choose to come in person. This strategy effectively builds closeness with consumers and allows sellers to persuade directly.

b) Earned Media

Earned media is a marketing strategy that focuses on building trust and good relationships with consumers through recommendations and positive reviews. The Pare Asyifah Chips Business uses WhatsApp as the main medium to receive customer comments and reviews (Ari Setiyaningrum, 2015). According to Mrs. Yulianti, consumers often give positive responses regarding the taste and texture of products through personal messages. The review acts as an indirect promotion that helps expand the marketing reach.

c) Point of Purchase (POP)

Point of Purchase is a marketing strategy by placing promotional materials or special offers in strategic locations to encourage purchases (Widodo, 2018). In the Asyifah Pare Chips Business, this strategy is realized by participating in various activities, such as cheap bazaars and events organized by the government. Participation in the event allows products to be known to the wider public, improve purchasing decisions, and expand the market.

According to Ahmad Nurhadi, *Marketing Strategy* is a comprehensive approach to planning how an organization can allocate resources by focusing on the greatest opportunities, in order to gain a competitive advantage. Marketing strategies set the company's long-term direction and goals, while

its implementation is managed through day-to-day marketing management (Nurhadi, 2023). The marketing strategy of Asyifah Pare Chips can be analyzed using the 4P marketing mix. In terms of products, this business offers two flavor variants, namely original and balado, with distinctive tastes, quality ingredients, and neat packaging that attracts consumers. In terms of price, the determination is carried out in an affordable manner by considering production costs, competitor prices, and people's purchasing power, so that it remains competitive without sacrificing quality.

In terms of place, the business location is in a less strategic aisle, but it is still in demand by loyal customers because of the quality of the product which is the main attraction. Meanwhile, in promotion, marketing is carried out through social media such as WhatsApp, Facebook, and Instagram, as well as participating in bazaars or government activities to expand market reach, accompanied by incidental promotions such as discounts at certain moments. A marketing strategy is a series of planned steps that include planning, pricing, and distributing products according to consumer needs to achieve business goals. The implementation of the right strategy aims to provide a clear direction for business activities so that marketing can run effectively and efficiently. The success of a marketing strategy is reflected in the high level of purchasing decisions, because business success is measured through sales volume and long-term business sustainability.

According to Maria Nurhayaty, the marketing process begins with understanding the needs and desires of the target market, creating value based on these inputs, building relationships with customers, and finally profiting from these values (Nurhayaty, 2022). Even though the business location is classified as less strategic, the quality of taste and competitive price are still able to retain old customers and attract new consumers, mostly through the recommendations of relatives or friends. This product also has business legality, halal certificates, and MSME training certificates so that it can increase consumer credibility and trust in local products.

According to Marjoto, promotion is one of the important elements in the marketing mix that aims to communicate product excellence and persuade consumers to buy. Promotional strategies can include advertising, personal selling, sales promotion, public relations, and direct marketing (Marjoto, 2014). In the context of Asyifah Pare Chips, the personal selling approach is carried out through direct interaction with potential buyers, while direct marketing utilizes social media such as WhatsApp and Facebook to reach a wider audience. This theory suggests that the combination of face-to-face and digital promotions can reinforce positive consumer perceptions as well as encourage repeat purchases.

This research is in line with Rabbani's research, concluding that the use of digital marketing brings significant benefits to the development of the food MSME market, including target expansion, more intensive communication, and increased sales (Putri et al., 2025). As well as Puji Astuti's research, through a study on tofu artisans in Kediri, it was concluded that personal selling and quality perception have a significant influence on sales, while digital marketing is influential when carried out simultaneously (Astutik et al., 2021).

2. Development of the Consumer Purchase Decision Level of Pare Chips Asyifah

Based on the findings in the field, the development of the level of consumer purchase decisions for Pare Asyifah Chips still faces several obstacles that need attention. The problems that arise include

the limited market share, where the majority of customers come from Geragai District even though there have started to be consumers from outside the region. The promotional strategy used has also not been maximized digitally, because it still depends on word-of-mouth recommendations and the owner's WhatsApp status, while the use of social media with a wide reach such as Instagram or TikTok is not optimal. In addition, reliance on personalized recommendations makes the reach of the promotion limited if it is not supported by other marketing strategies. Product diversification is also still minimal, so the potential for consumer saturation can occur in the long term. On the distribution side, purchase access is still focused on physical stores and direct orders, not yet fully utilizing large marketplaces to expand the market.

To overcome these problems, a number of strategic steps are needed. First, expanding market share by collaborating with souvenir shops, cafes, or resellers outside Geragai District so that product distribution is wider. Second, optimizing digital marketing strategies by utilizing paid advertising on social media such as Facebook Ads, Instagram, and TikTok Ads to reach more specific consumer targets. Third, implementing loyalty and referral programs that provide incentives for existing customers who succeed in bringing new customers, for example in the form of discounts or product bonuses. Fourth, innovate products through the addition of new flavor variants such as spicy, sweet, or cheese, as well as packaging variations ranging from small to family sizes to attract a wider market segment. Fifth, strengthening online sales by registering products on popular marketplaces such as Shopee, Tokopedia, and Lazada, as well as building a strong brand image on *e-commerce platforms*. Through the implementation of this solution, it is hoped that the development of consumer purchasing decisions for Asyifah Pare Chips can continue to increase in a sustainable manner.

This is in line with Juwita Balqis Nur Askita's research which shows that wide distribution and product accessibility contribute significantly to improving purchasing decisions. As well as proving that social media-based digital marketing has a positive effect on buying interest and consumer loyalty, especially in small and medium businesses (Askita et al., 2023). Furthermore, Astin Maharani's research is to innovate products and packaging, such as adding new flavor variants (spicy, cheese, sweet) and variations in packaging sizes (mini packs, family packs) in order to be able to attract various market segments (Astin Maharani, Istiqomah, 2023).

The development of consumer purchase decision rates in the Pare Asyifah Chips business is influenced by two main aspects: the addition of new customers and the loyalty of old customers. The strategies implemented include offensive strategies (attracting new customers) and defensive strategies (retaining existing customers). According to business owners, every year there is an increase in the number of customers, both from Geragai District and outside the region. The results of the interviews revealed that the majority of new customers know about the product through recommendations from friends/family, joint events, or the owner's WhatsApp status. This reference factor has proven to be effective in attracting the interest of potential consumers.

Stages of Consumer Purchase Decision;

- a. Awareness, Consumers get to know Asyifah bitter melon chips through the uniqueness of bitter melon raw materials, social media promotions, bazaars, and word-of-mouth recommendations.

- b. Interest, *Interest arises because of flavor innovations that reduce bitter bitterness, attractive packaging, eco-friendliness, positive reviews, and price promotions.*
- c. Consideration, Consumers compare prices, nutritional content, availability, and added value such as "healthy" or "natural" labels.
- d. Purchase Decision: Purchases are driven by belief in product quality, discounts, promotional packages, or small bonuses.
- e. Post-Purchase *Evaluation*: Satisfaction drives repurchases and recommendations, while dissatisfaction can lower interest.

Factors Influencing the Development of Purchasing Decisions;

- a. Product Quality: Taste, texture, and health benefits.
- b. Marketing Strategy: Social media promotion, influencers, and personal recommendations.
- c. Pricing and Availability: Competitive pricing, easy access in local marketplaces/stores.
- d. Consumer Reviews: Positive testimonials build trust.
- e. Product Innovation: Variety of flavors keeps interest high.

Overall, the success of Asyifah Bitter Melons in improving consumer purchasing decisions stems from a combination of product quality, effective promotional strategies, and the power of social referencing that spark new consumer interest. Furthermore, in the words of Allah surah QS. Al-Hujurat verse 6 reads: "*O you who have believed, if a wicked person comes to you with news, then examine the truth, so that you do not harm a people because of ignorance (carelessness), which you end up regretting your deeds*" teaches the principle of tabayun or clarification of every news received (Online, 2021). This verse emphasizes the importance of caution before taking action, especially in cases where the consequences are difficult to correct, so that no party is harmed by incorrect information. In the context of consumer behavior, this principle is in line with the theory of rational decision-making, where consumers go through the process of identifying needs, searching for information, evaluating alternatives, and making decisions (Reza et al., 2022).

According to Hery Kuswanto, the purchase decision process consists of five stages: recognition of needs, information search, alternative evaluation, purchase decision, and post-purchase behavior. At the information search stage, consumers usually rely on internal sources (personal experience) and external sources (recommendations from others, media, advertisements) (Kuswanto, 2021). This is in line with findings in the field on the Asyifah Pare Chips business, where most customers get information through the owner's family, friends, or WhatsApp status. For example, the results of the interview with Mbak Nanda showed that she was interested in buying after seeing a photo of chips on her WhatsApp status, then asked about the ingredients and price. Likewise, Mbak Zafia, who just decided to buy after seeing her brother buy the chips, felt confident in the quality, then came directly to see the product.

From the perspective of marketing communication theory, *word-of-mouth promotion* has a significant influence on buying interest because it is considered more credible than conventional advertising (Joesyiana, 2018). This happens because the information comes from trusted people, thus minimizing the risk of wrong decisions. In the case of Asyifah Bitter Melons, the promotional strategy

relies not only on simple ads on WhatsApp status, but also the power of social referrals from existing customers to potential new customers.

In addition, high consumer loyalty in this business can be explained by the theory of *Factors Affecting Customer's Satisfaction on Low Cost Carrier Flight* by Husein Umar which states that loyalty is formed through four stages: *cognitive loyalty* (belief in quality), *affective loyalty* (liking for products), *conative loyalty* (commitment to repurchase), and *action loyalty* (realization of repurchase) (Umar, 2014). Most of the customers of Asyifah Pare Chips have passed this stage, as evidenced by their repurchase and willingness to try a variety of different product variants.

From the point of view of Islamic business ethics, the behavior of consumers who seek information before buying reflects the principles of *al-amanah* (honesty) and *al-is* (justice), where decisions are made based on correct and clear information, and do not harm other parties (Winarsih & Fasa, 2024). Sellers are also obliged to provide correct information regarding the quality, price, and content of products as recommended by the Prophet PBUH, who prohibits fraud (*gharar*) in transactions (Pasha & Asyiqin, 2024).

It is expected that business owners conduct *regular customer feedback surveys* to find out preferences and input from consumers so that product taste or size innovations can be carried out. With the implementation of this strategy, it is hoped that Asyifah Pare Chips will be able to expand the market while maintaining loyal customers in a sustainable manner.

CONCLUSION

Based on the results of research and discussion, it is concluded that Asyifah bitter melon chips implement several marketing strategies, including:

1. The marketing strategies used include direct sales/*dropshipping*, *earned media*, and *point of purchase*. Direct selling/*dropshipping* is done by delivering products directly to customers, while *earned media* focuses on building trust and good relationships with the community through effective communication. The *point of purchase strategy* is applied by placing promotional materials or advertisements near the products being marketed. Marketing communication is carried out actively, either orally using conventional methods or utilizing the latest technology such as the WhatsApp application.
2. The development of the level of consumer purchase decisions on Asyifah Bitter Melon, based on the analysis of the marketing mix, showed significant results. This can be seen from the addition of new customers every year, either through direct recommendations from family or colleagues, or on the initiative of the consumers themselves. Meanwhile, the loyalty of consumers who become customers is also well maintained, as shown by the decision of most consumers to repurchase Asyifah Pare Chips products.

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